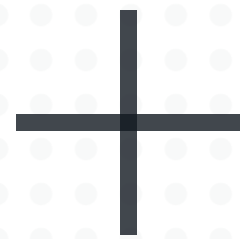




**Virtual International Conference on
Communication Quotient**

21.01.2022



GUEST OF HONOUR FOR CQ 2022



DR. RAJAN VARADARAJAN

Dr. Rajan Varadarajan is a University Distinguished Professor of Marketing, Regents Professor, and holder of the Ford Chair in Marketing and E-Commerce in the Mays Business School at Texas A&M University.

Research Expertise: marketing strategy, innovation, international marketing, and environmental sustainability.



DR. PRASAD NAIK

Dr. Prasad Naik is a University Distinguished Professor of Marketing in the University of California at DAVIS.

Research Expertise: Marketing and advertising strategy, integrated marketing communications, and dynamic market response models, including preparing for product harm crisis.



WE INVITE RESEARCH PAPERS FROM THESE TRACKS:

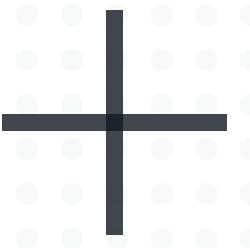
(NOT JUST RESTRICTED TO THE FOLLOWING TOPICS)

TRACK 1: SOCIAL MEDIA, DIGITAL COMMUNICATIONS AND MEDIA ANALYTICS

- Revisiting communication theories
- Digital market space
- Entrepreneurship and investing in data analytics
- Big data, marketing, consumers and the society
- Innovative Business Model for Future
- Media Influencer Economy
- Role of Media Influencers
- Mar-tech opportunities and challenges
- Customer experiences and data management
- Brand Economics and Financial outcomes
- Creative industries and modern communication
- Data based stories, content and narratives
- New tools of Market Research in the dynamic social media world

TRACK 2: MANAGEMENT- ADVERTISING, BRANDING, PUBLIC RELATIONS AND IMC

- Data driven content creation
- Marketing and communication channels
- Design thinking and Innovation management
- Leveraging information with IMC strategies
- Rich and effective media tools and its usage
- Mutualisation of News
- Crisis Management Using Social Media
- Consumer- the Digital Journey
- Consumer insight mining and the Cultural Context of consumers
- Monitoring Customer Service and Feedback
- Green Marketing and Sustainable Brands
- VUCA-Volatility, Uncertainty, Complexity and Ambiguity Strategies



RECAP



Mr. Anupam Kher



Ms. Barkha Dutt



Mr. Shekhar Gupta



Sir Mark Tully



Mr. Sreenivasan Jain



Mr. Md Zeeshan Ayyub



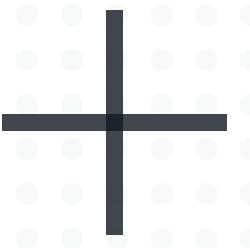
Dr. Daniel Angus



Dr. Aparna Hebbani



Dr. Kiranjit Kaur



CONVENERS:

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CO- CONVENER:

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REGISTRATION EMAIL ID AND PAYMENT TO BE DONE ON:

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EVENT FLOW FOR CQ- 2022 ON JANUARY 21ST



INAUGURAL ADDRESS BY DR N. THILAKA- CONFERENCE CHAIR AND CONVENOR	9:00 AM- 9:10 AM
PLENARY SESSION1- PROF. RAJAN VARDHRAJAN TOPIC:- INNOVATING FOR ENVIRONMENTAL SUSTAINABILITY: FROM LOW HANGING FRUITS TO MOONSHOT INNOVATIONS	9:15 AM - 10:10 AM
PLENARY SESSION2: PROF. SR PRASAD NAIK- TOPIC- INNOVATIONS IN INTEGRATED MARKETING COMMUNICATIONS	10:15 AM - 11:00 AM
VOTE OF THANKS	11:00 AM- 11:05 AM
TRACK 1 - TRACK CHAIR : DR. SUNIL BELLADI	11:15 AM- 12:45 PM
PANEL DISCUSSION- THE PANEL WILL COMPRISE OF PANEL DISCUSSION TOPIC- CHANGING PERCEPTIONS OF THE DIGITAL CONSUMER POST PANDEMIC	1:00 PM - 1:45 PM
LUNCH	1:45 PM - 2:15 PM
TRACK 2 - TRACK CHAIR : DR. SOMAN NAMBIAR	2:20 PM - 4:00 PM
BREAK	4:00 PM - 4:20 PM
BEST PAPER AWARDS ANNOUNCEMENT- DR N. THILAKA CONFERENCE CHAIR AND CONVENOR	4:20 PM
VOTE OF THANKS BY - DR. SHIBA DAVESHAR- CO CONVENOR	4:25 PM - 4:30 PM